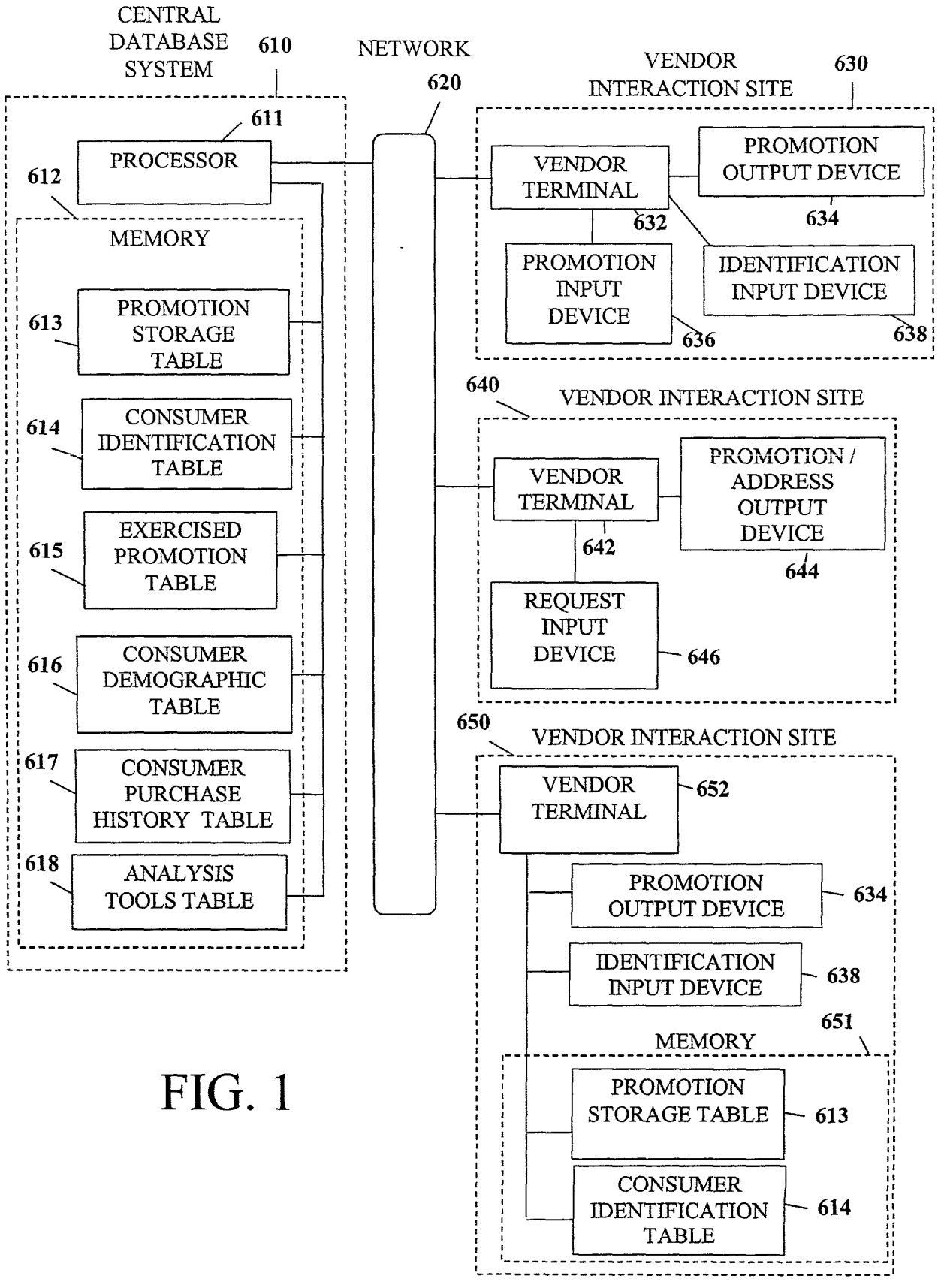
CENTRAL DATABASE SYSTEM
610
NETWORK
620
VENDOR INTERACTION SITE
630
611
PROCESSOR
612
MEMORY
VENDOR TERMINAL
PROMOTION OUTPUT DEVICE
632
634
PROMOTION INPUT DEVICE
IDENTIFICATION INPUT DEVICE
636
638
613
PROMOTION STORAGE TABLE
640
VENDOR INTERACTION SITE
614
CONSUMER IDENTIFICATION TABLE
VENDOR TERMINAL
PROMOTION / ADDRESS OUTPUT DEVICE
642
644
615
EXERCISED PROMOTION TABLE
REQUEST INPUT DEVICE
646
616
CONSUMER DEMOGRAPHIC TABLE
650
VENDOR INTERACTION SITE
617
CONSUMER PURCHASE HISTORY TABLE
VENDOR TERMINAL
652
618
ANALYSIS TOOLS TABLE
PROMOTION OUTPUT DEVICE
634
IDENTIFICATION INPUT DEVICE
638
651
MEMORY
PROMOTION STORAGE TABLE
613
CONSUMER IDENTIFICATION TABLE
614

FIG. 1

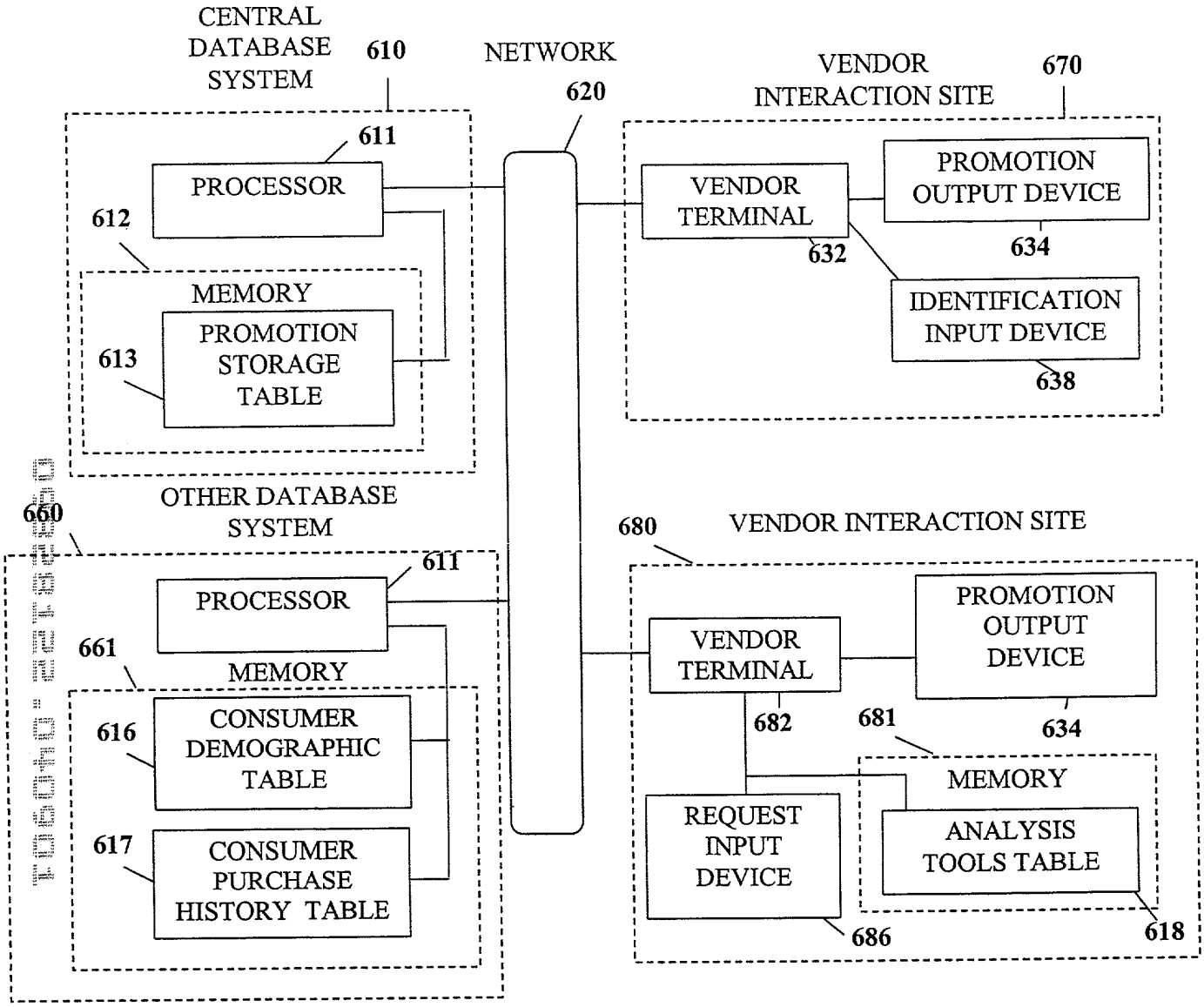
CENTRAL DATABASE SYSTEM
610
NETWORK
620
VENDOR INTERACTION SITE
670
611
PROCESSOR
612
MEMORY
613
PROMOTION STORAGE TABLE
VENDOR TERMINAL
632
PROMOTION OUTPUT DEVICE
634
IDENTIFICATION INPUT DEVICE
638
660
OTHER DATABASE SYSTEM
680
VENDOR INTERACTION SITE
611
PROCESSOR
661
MEMORY
616
CONSUMER DEMOGRAPHIC TABLE
617
CONSUMER PURCHASE HISTORY TABLE
VENDOR TERMINAL
682
681
PROMOTION OUTPUT DEVICE
634
MEMORY
ANALYSIS TOOLS TABLE
618
REQUEST INPUT DEVICE
686

FIG. 2

DATA RECORD A	
START INDICATOR	710a
RECORD ID #	710b
PROMOTION PRODUCT	710c
PRODUCT CLASS	710d
PRODUCT DEMOGRAPHICS	710e
PROMOTION SOURCE	710f
PROMOTION VALIDITY DATES	710g
PROMOTION VALUE	710h
END INDICATOR	710i

710

FIG. 3a

DATA RECORD B	
START INDICATOR	720a
RECORD ID #	720b
CONSUMER NAME	720c
ID INFO 1	720d
ID INFO 2	720e
ID INFO N	720f
CONSUMER INFO	720g
END INDICATOR	720h

720

FIG. 3b

DATA RECORD C	
START INDICATOR	730a
RECORD ID #	730b
CONSUMER NAME	730c
PROMOTION IDENTIFICATION #	730d
PROMOTION VALUE	730e
PRODUCT VALUE	730f
EXERCISE DATE	730g
EXERCISE LOCATION	730h
EXERCISE INFO N	730i
END INDICATOR	730j

730

FIG. 4a

DATA RECORD D	
START INDICATOR	740a
RECORD ID #	740b
CONSUMER NAME	740c
DEMOGRAPHIC INFO 1	740d
DEMOGRAPHIC INFO 2	740e
DEMOGRAPHIC INFO 3	740f
DEMOGRAPHIC INFO N	740g
END INDICATOR	740h

740

FIG. 4b

DATA RECORD E	
START INDICATOR	750a
RECORD ID #	750b
CONSUMER NAME	750c
PURCHASE INFO 1	750d
PURCHASE INFO 2	750e
PURCHASE INFO 3	750f
PURCHASE INFO N	750g
END INDICATOR	750h

750

FIG. 5a

DATA RECORD E	
START INDICATOR	760a
RECORD ID #	760b
ANALYSIS TOOL 1	760c
ANALYSIS TOOL 2	760d
ANALYSIS TOOL 3	760e
ANALYSIS TOOL N	760f
END INDICATOR	760g

760

FIG. 5b

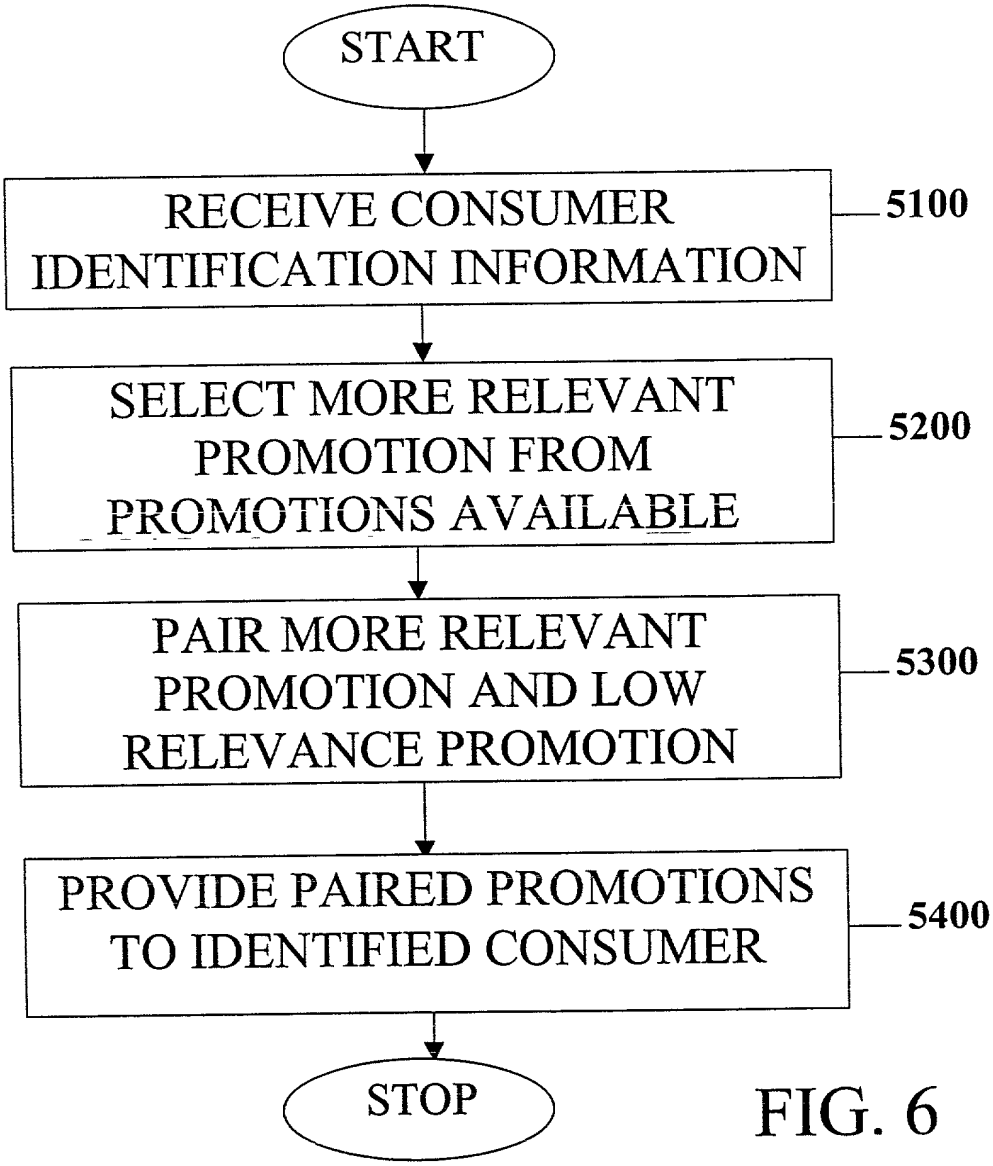
START
RECEIVE CONSUMER IDENTIFICATION INFORMATION
5100
SELECT MORE RELEVANT PROMOTION FROM PROMOTIONS AVAILABLE
5200
PAIR MORE RELEVANT PROMOTION AND LOW RELEVANCE PROMOTION
5300
PROVIDE PAIRED PROMOTIONS TO IDENTIFIED CONSUMER
5400
STOP

FIG. 6

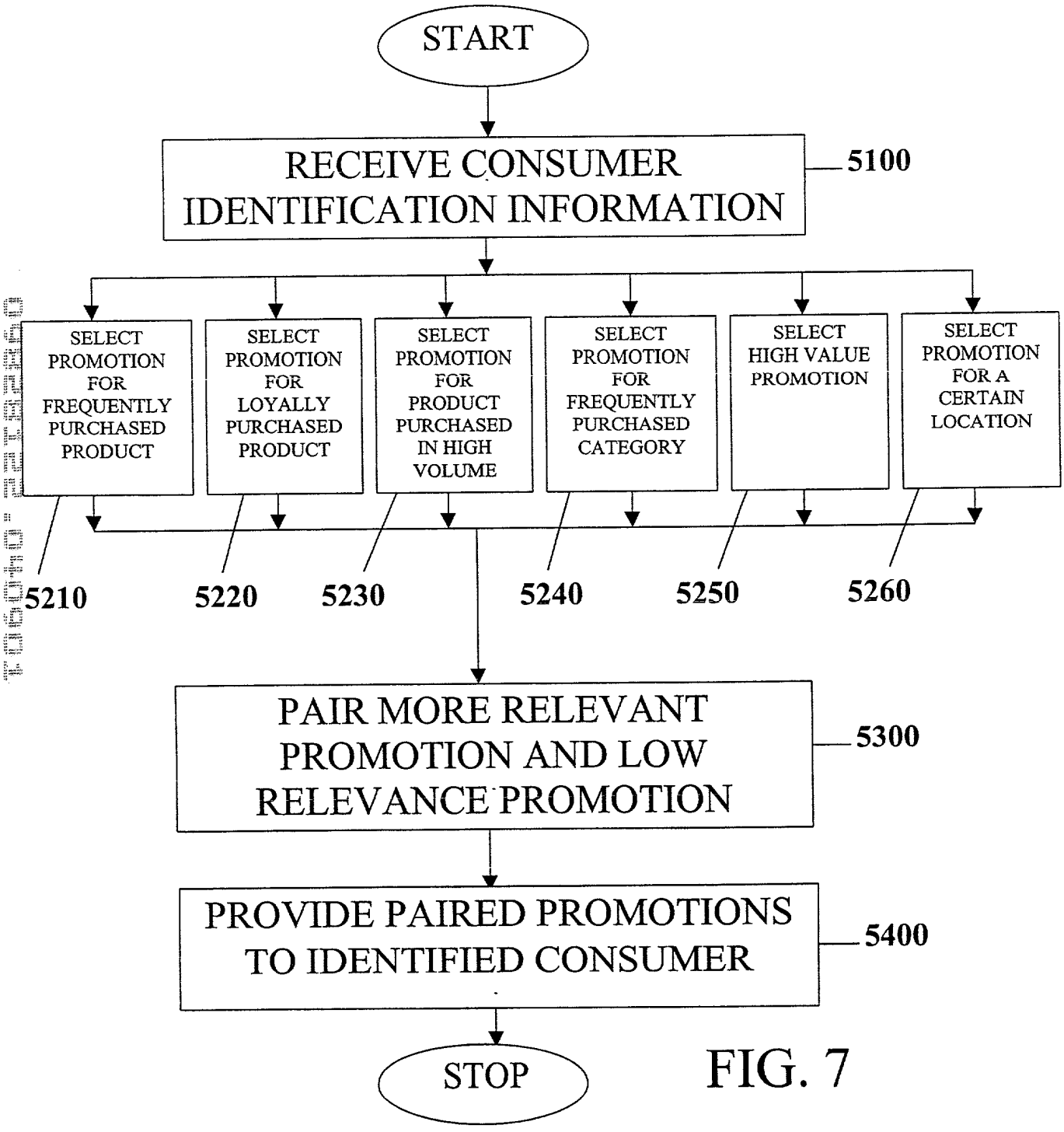
START
RECEIVE CONSUMER IDENTIFICATION INFORMATION
5100
SELECT PROMOTION FOR FREQUENTLY PURCHASED PRODUCT
SELECT PROMOTION FOR LOYALLY PURCHASED PRODUCT
SELECT PROMOTION FOR PRODUCT PURCHASED IN HIGH VOLUME
SELECT PROMOTION FOR FREQUENTLY PURCHASED CATEGORY
SELECT HIGH VALUE PROMOTION
SELECT PROMOTION FOR A CERTAIN LOCATION
5210
5220
5230
5240
5250
5260
PAIR MORE RELEVANT PROMOTION AND LOW RELEVANCE PROMOTION
5300
PROVIDE PAIRED PROMOTIONS TO IDENTIFIED CONSUMER
5400
STOP

FIG. 7

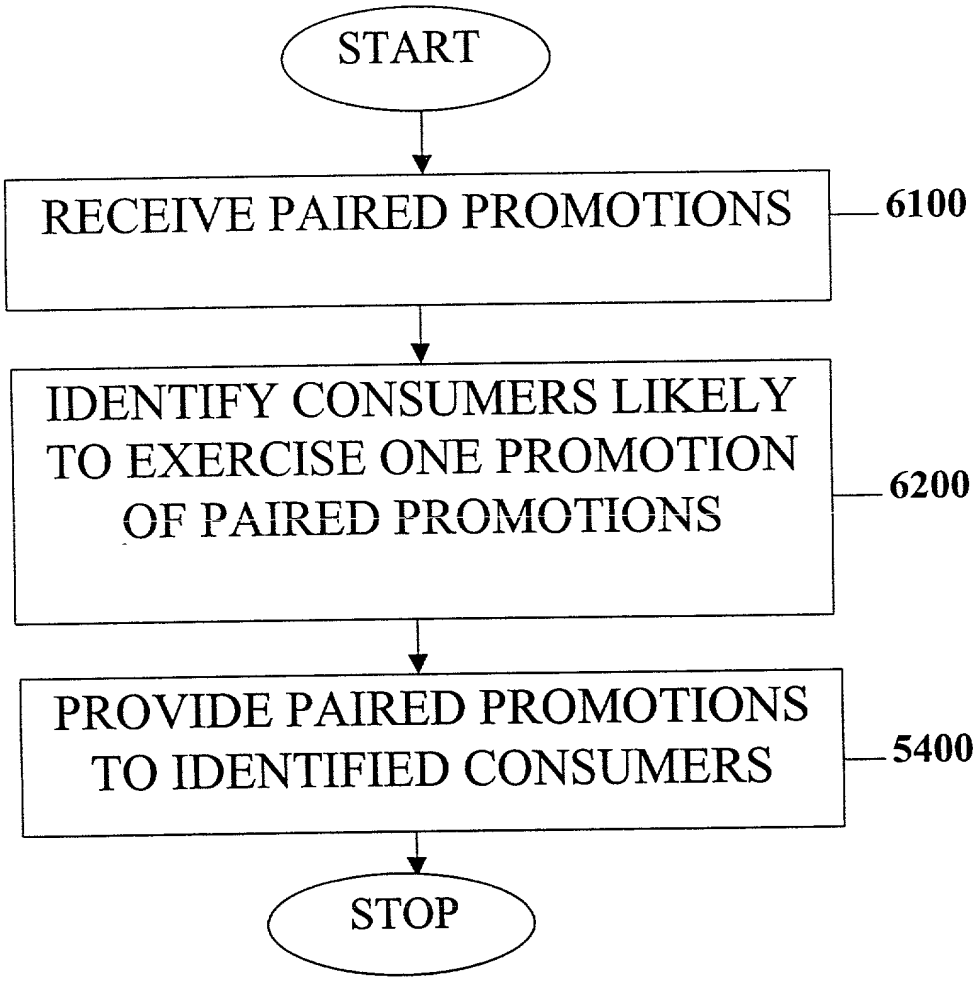
START
RECEIVE PAIRED PROMOTIONS
6100
IDENTIFY CONSUMERS LIKELY TO EXERCISE ONE PROMOTION OF PAIRED PROMOTIONS
6200
PROVIDE PAIRED PROMOTIONS TO IDENTIFIED CONSUMERS
5400
STOP

FIG. 8

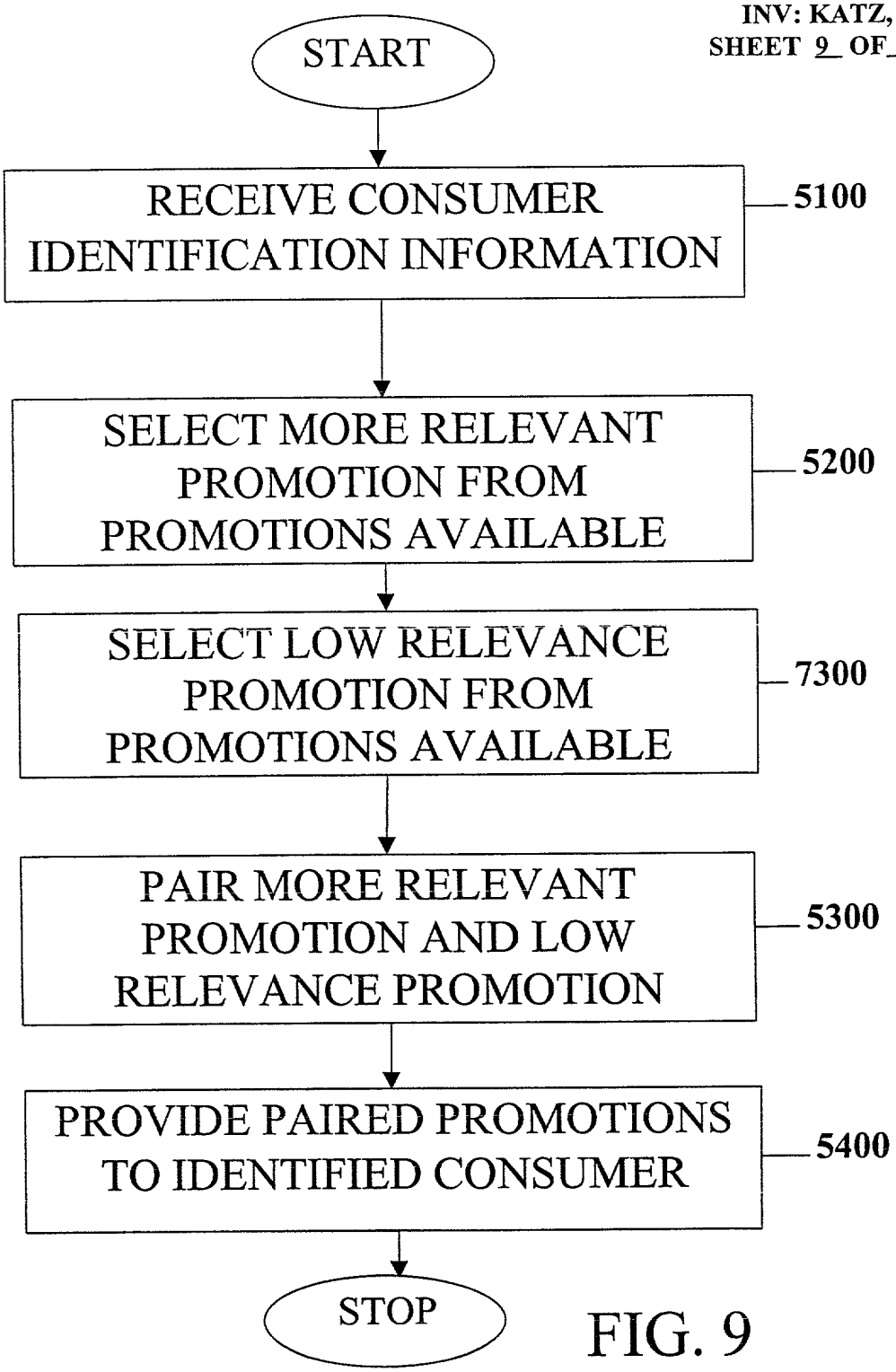

FIG. 9

Express Mail Label No. EV 340 925 248 US

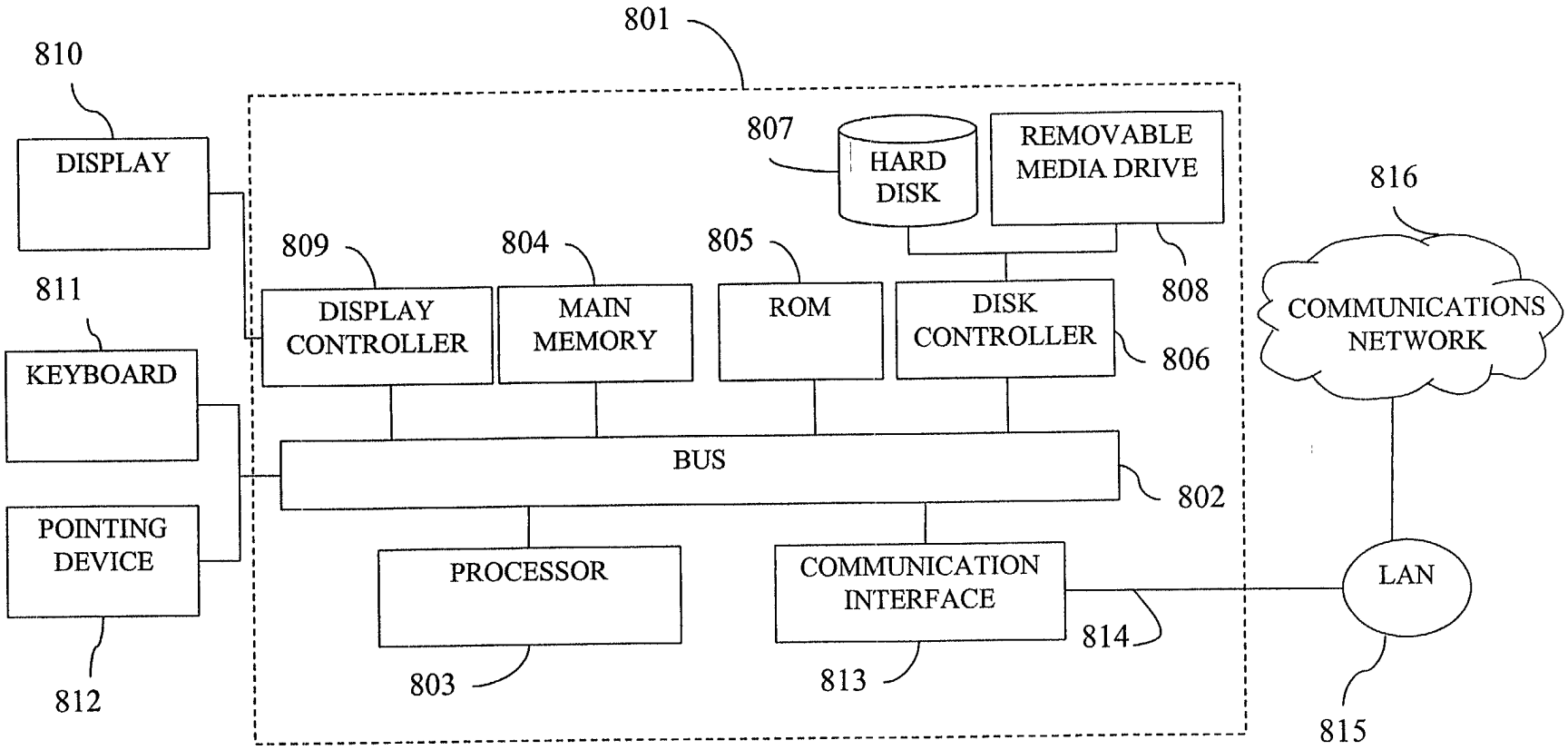
801
810
DISPLAY
807
HARD DISK
REMOVABLE MEDIA DRIVE
816
809
804
805
811
DISPLAY CONTROLLER
MAIN MEMORY
ROM
DISK CONTROLLER
808
806
COMMUNICATIONS NETWORK
KEYBOARD
BUS
802
POINTING DEVICE
PROCESSOR
COMMUNICATION INTERFACE
LAN
814
803
813
812
815

FIG. 10